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52.71
Gladiolus

INTRODUCTORY
RETAIL PRICE LIST
1949

*"When You Give...
Give Glads"*



ROGUE RIVER GARDENS

328 REDWOOD HWY.
GRANTS PASS, ORE.

Sec. 562, P. L. & R.
U. S. POSTAGE

PAID

Permit No. 74
GRANTS PASS, ORE.

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★ FEB 28 1949 ★

U. S. Department of Agriculture

POSTMASTER: Return Postage Guaranteed

"When You Give ... Give Glads"



For You . . .

an opportunity
to become a

Glad Fan



For your friends

a most
remarkable

Gift Offer

(inside)



Rogue River Gardens' Bulbs Are Famous

ROGUE RIVER GARDENS

328 REDWOOD HIGHWAY

GRANTS PASS, OREGON

A Gladiolus Garden in a Box!

OFFER No. 1 A GIFT OF LASTING BEAUTY

*"When You Give ...
Give Glads"*

Ship to your friends. Bulbs can be planted from January to July. If planted two weeks apart, a continuous, gorgeous array of color will add perpetual beauty to your gift.

*At a price easily afforded by
everyone*

Packed in Fancy Gift Box

Mailed to You or Direct to Your Friends

We gladly enclose your greeting card stating:

From..... To.....

25 Top Size Glad Bulbs with Cultural Directions

The very cream of a 60-acre crop of Glad Bulbs

Many Prize Winners

in every color and shade of the rainbow

All different

Only

\$3.00

Postpaid

2 Boxes for \$5.00

Elizabeth
the Queen



25
FAMOUS
ROGUE RIVER
GLADIOLUS BULBS
ATTRACTIVELY BOXED

ROGUE RIVER GARDENS

SUPER SPECIAL *Bargain*

OFFER No. 2

Super Special

We are not intending to make a large profit on this bargain to you. How could we at this price? Rather, we wish you to get acquainted with our famous quality ROGUE RIVER GARDENS bulbs, and this is our way of doing it.

100 FAMOUS QUALITY BULBS ONLY \$2.00 Postpaid

And in addition we will give with each order, that **SPECIAL GIFT** which is included with all our offers amounting to \$2.00 or more.

P.S.—Free gifts vary with size of order



Stop Light

*Buy them for Yourself---
Send them to Your Friends*

ROGUE RIVER GARDENS' GENERAL GLAD MIXTURE...

Into this go BULBS, the varieties of which are too numerous to mention. Yes, there will be some common ones, but some of our very BEST are represented. Any BULBS that get mixed in the course of grading, handling, etc. go into this fine mixture, regardless of their value. Consequently, BULBS that ordinarily sell individually for much more money are added to this mixture. But this is not all. In order to make absolutely sure that YOU RECEIVE an especially prized BULB, there is in every bag of this mixture a **LITTLE CELLOPHANE PACKAGE** containing at least one BULB of greater value than the others. This is in addition to your regular value.

Mixture of over 200 Bulbs

Offer No. 3: \$5.00 postpaid

Offer No. 3a: \$3.00 postpaid
(Half of Offer No. 3)

*"When You Give . . .
Give Glads"*

Four Special

"Get Acquainted with
Rogue River's Bulbs"

OFFERS

ARRANGED TO SUIT YOUR
TASTE AS WELL AS YOUR
BUDGET

All Top Quality Bulbs

Rainbow Colors and
Pastel Shades

All Postpaid



OFFER No. 4a

No. 1 Bulbs
80 BULBS

2 Each of 40 Varieties We
Grow

The Best the Market Offers

\$5.00 Postpaid

Individual Varieties,
Priced per 3 and per Doz.

Variety	Per 3	Doz.
Beacon25	.75
Betty Nuthall25	.75
Bill Sowden25	.75
Blue Beauty30	1.00
Corona40	1.25
Elizabeth the Queen50	1.75
Ethel Cave Cole... ..	.30	1.00
Fair Angel40	1.25
Golden Chimes35	1.10
Jeanie25	.75
King Lear25	.75
Margaret Beaton30	1.00
Margaret Fulton25	.75
Midway30	1.00
Maid of Orleans... ..	.25	.75
Myrna35	1.25

OFFER No. 4e

1 Each of Above

\$2.00 Postpaid



SIZE No. 1

OFFER No. 4f

1 Each of Above

\$1.50 Postpaid



SIZE No. 2

OFFER No. 4g

1 Each of Above

\$1.00 Postpaid



SIZE No. 3

OFFER No. 4h

1 Each of 6 25c



SIZE No. 4

OFFER No. 4b

No. 2 Bulbs
100 FINE BULBS

4 Each of 25 Leading
Varieties

Worth a Great Deal More

\$4.00 Postpaid

Variety	Each	
Leading Lady	\$.75	
Variety	Per 3	Doz.
Max Reger25	\$1.00
Mother Kadel40	1.25
New Europe50	1.50
Peggy Lou20	.75
Pelegrina20	.75
Picardy20	.60
Phyllis McQuiston. .	.20	.75
Red Charm50	1.75
Red Lightning20	.75
Red Phipps20	.75
Rewi Fallu20	.75

OFFER No. 4c

No. 3 Bulbs

100 BULBS

Good Commercial Size

Will Produce as Fine a
Flower as You Would
Ever Expect

Special Get Acquainted
Offer

\$3.00 Postpaid

Variety	Per 3	Doz.
Rosa Van Lima....	.15	.50
Shirley Temple15	.50
Silentium20	.75
Snow Princess15	.50
Spot Light	1.00	...
Stop Light25	.75

OFFER No. 4d

No. 4 Bulbs

75 BULBS

All Blooming Size

All Mixed Varieties

Will Grow Flowers Fit for
Any Home

ONLY

\$2.00 Postpaid

Variety	Per 3	Doz.
King Arthur15	.50
Rosa Van Lima....	.10	.35
Valeria25	.75
Vredenburg15	.50
Wanda15	.50
Yellow Emperor ..	.10	.40

ROGUE RIVER GARDENS' GOOD ADVICE

on how to plant and take care of

ROGUE RIVER GARDENS' FAMOUS GLAD BULBS

Rogue River Gardens Glad Bulbs can be planted in any locality just as soon as frost conditions have passed. Before planting bulbs, dip in solution of 1 teaspoon of lysol to 1 gallon of water for 15 minutes. Plant about 2 to 4 inches deep and 4 to 6 inches apart in good rich soil, although any soil will grow Glads. A sprinkling of bonemeal in the furrow at planting time will give excellent results. Keep ground plenty moist at all times, though not soaked. Keep ground loose by hoeing and hilling up as plants grow. To protect from insects, spray when about 1 inch high, and every two weeks after. Dig bulbs about 6-8 weeks after flower has wilted and store in dry place in shallow tray or box. Sprinkle with DDT dust to keep free from insects.

Of Service to You

To Our Good Customers:

With this, our Retail Catalog, ROGUE RIVER GARDENS, growers of "Quality First" Gladiolus bulbs, inaugurates a new service to the flower loving public.

Up to now, most of our bulbs were eagerly bought on the wholesale market by growers of choice quality Gladiolus cut flowers. This year in addition to our large scale wholesale operations, we wish to get acquainted with the home garden lover, offering him an opportunity to enjoy the beauty of the gorgeous Glads grown from our quality stock.

By browsing through our price list leisurely, you will find something suitable for any size garden, yes, and for any size purse. We are adding this retail mail order service with one thought in mind—to help the gardener with his problems and to enable him to buy bulbs that were grown to give best results. The bulbs you buy from us will be bulbs with all the vigor and vitality of Oregon-grown bulbs. Feel free at any time to present your particular bulb problem, and ROGUE RIVER GARDENS will do its utmost to serve you, without obligation whatsoever.

And if our catalog does not cover any specific needs that you may have, let us know and in all probability we can accommodate you.

Yours in service,

ROGUE RIVER GARDENS

"When You Give ... Give Glads"

Your friends and relatives are sure to appreciate a gift of famous ROGUE RIVER GARDENS gladiolus bulbs.

Our Merchandise Certificate plan enables the gift recipients to select bulbs of their choice. It helps you to solve the ever perplexing gift problem in an easy, pleasant way.

Fill in the convenient order blank below and mail it to ROGUE RIVER GARDENS with your remittance. We will mail a Merchandise Certificate showing your name as donor, and a catalog, to the recipients named. This Merchandise Certificate will be redeemable in bulbs selected from our catalog. We will send you a duplicate certificate which will serve as your receipt.

TEAR OFF HERE

Send MERCHANDISE CERTIFICATES to:

NAME _____

STREET _____

CITY _____

STATE _____ AMOUNT \$ _____

NAME _____

STREET _____

CITY _____

STATE _____ AMOUNT \$ _____

NAME _____

STREET _____

CITY _____

STATE _____ AMOUNT \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

MY NAME AND ADDRESS:

NAME _____

STREET _____

CITY _____

STATE _____

DETACH AND MAIL WITH REMITTANCE TO:

ROGUE RIVER GARDENS

328 Redwood Highway

GRANTS PASS, OREGON

You See the Size That You Buy

**DRAWINGS SHOW
APPROXIMATE SIZE**

\$2.00

All Postpaid

**These Are Not
Individually
Packed**



SIZE No. 1



SIZE No. 2



SIZE No. 3



SIZE No. 4

With each and every order selected from the above offers, amounting to \$2.00, ROGUE RIVER GARDENS will give, absolutely free, 1 NEW VARIETY BULB not yet named. This, if bought individually, would cost you alone \$1.00 or more. With each order of \$5.00 we will give 3 different new ones FREE. Think of it—3 Glads with which to show off your garden! 3 Glads that no one else has! Don't delay, order at once, while this offer is good.

TEAR OFF HERE

ROGUE RIVER GARDENS

328 REDWOOD HIGHWAY
GRANTS PASS, OREGON

NAME _____		AMOUNT ENCLOSED
Please Print Name and Address Plainly		
STREET _____	BOX _____	M.O. _____
TOWN _____	STATE _____	Cash _____
DATE _____	SHIP WHEN _____	Check _____

If money accompanies your order, we will allow a 5% discount. If order is to be sent C.O.D., postage and C.O.D. charges are payable by customer. Use the handy reply card if your bulbs are to be sent C.O.D.

All Orders for Bulbs Are Prepaid

[illegible]

You may substitute next best variety if you cannot supply the variety ordered.

Yes ☐ No ☐ Please inform ☐

\$

ROGUE RIVER GARDENS GLAD BULBS

ALL VARIETIES PRICED per Three, per Dozen, per 100
Guaranteed ALL Blooming Size BULBS

FREE—With every order of \$2.00 or more, 100 BULBLETS

THIS IS THE BEST THAT CAN BE OFFERED
All Top Size Bulbs of Quality

Variety	Color	Offer No. 5a Per 3	Offer No. 5b Per Doz.	Offer No. 5c Per 25	Offer No. 5d Per 100
BEACON—Scarlet, yellow throat.....		\$.25	\$.75	\$ 1.25	\$ 4.00
BETTY NUTHALL—Apricot, yellow throat.....		.25	.75	1.25	4.00
BILL SOWDEN—Deep red25	.75	1.50	4.50
BLUE BEAUTY—Lavender blue30	1.00	1.75	5.00
CHAMOUNY—Dark rose, silver lines.....		.40	1.40	2.50	7.50
CORONA—Cream pink, rose edge.....		.35	1.25	2.25	7.00
ELIZABETH THE QUEEN—Orchid lavender.....		.60	1.75	3.00	9.00
ETHEL CAVE COLE—Light pink.....		.30	1.00	1.75	5.00
FAIR ANGEL—Cream White35	1.25	2.00	6.00
GOLDEN CHIMES—Pale yellow.....		.25	.75	1.40	5.00
JEANIE—Soft pink, yellow throat.....		.25	.75	1.25	4.00
KASSEL—Dark scarlet25	.75	1.25	4.00
KING ARTHUR—Very ruffled lavender.....		.35	1.25	2.25	7.00
KING LEAR—Royal purple, ruffled.....		.30	1.00	1.75	5.00
LEADING LADY—Very fine cream.....		2.50	7.50
MAID OF ORLEANS—Cream white.....		.25	.75	1.25	4.00
MARGARET BEATON—White, red feather.....		.25	.75	1.25	4.00
MARGARET FULTON—Coral red.....		.25	.75	1.25	4.00
MAX REGER—Light lavender purple.....		.40	1.25	2.25	7.00
MIDWAY—Ruffled rose pink30	1.00	1.75	5.00
MOTHER KADEL—Fine medium yellow.....		.35	1.25	2.25	7.50
MYRNA—Ruffled cream white30	1.00	1.75	7.00
NEW EUROPE—New good red.....		.50	2.00	3.00	10.00
PEGGY LOU—Shrimp pink, rose.....		.25	.75	1.25	4.00
PELEGRINA—Dark violet blue30	1.00	1.50	5.00
PHYLLIS McQUISTON—Light pink.....		.25	.75	1.25	4.00
PICARDY—Salmon pink25	.75	1.25	4.00
RED CHARM—Dark velvety red50	1.75	3.00	10.00
RED LIGHTNING—Bright red, white throat.....		.30	1.00	1.75	5.00
RED PHIPPS—Salmon red30	1.00	1.50	5.00
REWI FALLU—Deep crimson red.....		.25	.75	1.25	4.00
ROSA VAN LIMA—Light pink.....		.25	.75	1.25	4.00
SHIRLEY TEMPLE—Fine cream35	1.00	1.75	5.00
SILENTIUM—Pure white, faint feather.....		.30	1.00	1.75	5.00
SNOW PRINCESS—Popular white25	.75	1.25	4.00
SPOT LIGHT—Sensational yellow		2.50	9.00	15.00	40.00
STOP LIGHT—New ruffled red50	1.75	3.00	10.00
VALERIA—Popular bright red50	1.75	3.00	9.00
VREDENBURG—Pure white30	1.00	1.75	5.00
WANDA—Cream30	1.00	1.00	5.00
YELLOW EMPEROR—Bright yellow25	.75	1.25	4.50
Totals		\$17.45	\$57.15	\$83.65	\$257.50
Our SPECIAL for Lot.....		\$12.50	\$50.00	\$75.00	\$225.00

ROGUE RIVER GARDENS' MEASURE MEANS GOOD MEASURE

SWEENEY, KRIST & DIMM, HORTICULTURAL PRINTERS, PORTLAND, ORE.

